How to Attract and Retain Members
Sections Congress – Amsterdam
22-24 August 2014

Elyn Perez
Senior Manager, Member Market Development

Soon Wan
Region 1 Chair, Membership Development
How to Attract and Retain Members

- The Cycle of Membership
  - Impact of recruitment and retention

- Recruitment Best Practices

- Retention Best Practices
  - First Year Engagement
  - Member Loyalty Program
  - Renewal Outreaches
IEEE Membership Cycle

Calendar Year Concludes
Calendar year-end membership
statistics determined

DECEMBER

NOVEMBER

JANUARY

FEBRUARY

MARCH

IEEE Membership Year

OCTOBER

AUGUST

SEPTEMBER

JULY

MAY

JUNE

Membership Year Begins
Renewal opens for following year
Full-year dues cycle begins

Membership Year Concludes
Retention rates determined
Fiscal performance determined
½-year dues cycle concludes

Service Deactivation
Past-due members placed into arrears

Membership Mid-Year
Arrears-recovery begins
½-year dues cycle begins
How Membership Grows

- Retention is the dominant and probable determinant of whether or not total membership will grow year-over-year
- Total membership in August is the *renewal opportunity* for the following membership year
Impacts on membership

- Current members don’t renew
- First year members don’t renew
- Recruitment declines
- Students don’t elevate to higher grade, remain student grade – thus, delaying their higher grade member status another year
- Decrease in Life Members

Bottom line is Sections need to:
- Recruit more members than we lose
- Retain more members through engagement
First Year Member Inflows & Outflows

2013 Membership Year

| TOTAL New Recruits: 94,901 | Total Outflow: 65,612 |

New Recruits

23,725

Higher-Grade

11,948 (50.3%) Did Not Renew

10,544 (79.7%)

Elevations – automatic for graduates

13,227 (19%)

Student-Grade (including GSMs)

43,119 (74.4%*)

* factors out elevations

18% Total Outflow

16%

66%
Data is the backbone of understanding and growing membership

- **Section Vitality Dashboard**
  - Pre-defined reports for your Section
  - [www.ieee.org/vitalitydb](http://www.ieee.org/vitalitydb)

- **Membership Development Portal**
  - Tools, templates, links and resources
  - [www.ieee.org/md](http://www.ieee.org/md)

- **MD Monthly reports**
  - Global, regional

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### Geographic IEEE Membership Summary - July 2014

<table>
<thead>
<tr>
<th>REGION</th>
<th>Higher-Grade w/o GSM</th>
<th>Graduate Students</th>
<th>Undergraduate Students</th>
<th>TOTAL MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>27,903</td>
<td>28,696</td>
<td>-793</td>
<td>-2.8%</td>
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<tr>
<td>2</td>
<td>24,400</td>
<td>24,854</td>
<td>-454</td>
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<td>3</td>
<td>22,814</td>
<td>22,749</td>
<td>65</td>
<td>0.3%</td>
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<td>4</td>
<td>17,391</td>
<td>17,265</td>
<td>126</td>
<td>0.7%</td>
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<tr>
<td>5</td>
<td>22,303</td>
<td>22,491</td>
<td>-188</td>
<td>-0.9%</td>
</tr>
<tr>
<td>6</td>
<td>45,306</td>
<td>45,695</td>
<td>-389</td>
<td>-0.9%</td>
</tr>
</tbody>
</table>

**R 1-6**

| TOTAL  | 160,117 | 161,750 | -1,633 | -1.0% | 12,302 | 13,412 | -1,110 | -8.3% | 13,030 | 13,553 | -523 | -3.9% | 185,449 | 188,715 | (3,266) | -1.7% |

| 7      | 12,693 | 12,606 | 87 | 0.7% | 2,177 | 2,294 | -117 | -5.1% | 1,372 | 1,547 | -175 | -11.3% | 16,242 | 16,447 | (205) | -1.2% |
| 8      | 50,239 | 49,332 | 907 | 1.8% | 11,735 | 12,364 | (632) | -4.9% | 8,693 | 8,840 | -147 | -1.7% | 70,635 | 70,576 | 59 | 0.2% |
| 9      | 8,688 | 8,726 | -38 | -0.5% | 1,394 | 1,606 | (212) | -13.2% | 5,595 | 5,729 | (134) | -2.3% | 15,881 | 16,061 | (180) | -1.2% |
| 10     | 54,773 | 53,234 | 1,539 | 2.9% | 16,010 | 13,551 | 1,467 | 10.8% | 24,752 | 28,069 | -3,317 | -14.2% | 84,585 | 86,861 | (1,276) | -1.4% |

**R 7-10**

| TOTAL  | 126,963 | 123,898 | 2,065 | 1.8% | 30,344 | 28,818 | 1,526 | 5.3% | 43,642 | 42,591 | 1,051 | 4.9% | 187,359 | 184,999 | (2,360) | -1.2% |

| TOTAL  | 286,680 | 285,648 | 1,032 | 0.4% | 42,648 | 43,227 | (581) | -1.3% | 53,482 | 58,575 | (5,093) | -8.7% | 382,608 | 387,450 | (4,842) | -1.2% |
Recruitment Best Practices
Recruitment Best Practices

- Set a goal
  - Use the data
  - Make it realistic

- Promote accountability, define roles
  - Identify the influencers in your Section

- An integrated approach across channels and mediums
  - Website
  - E-mail
  - Events
Recruitment: Website

- Have a prominent link for prospective members to join
  - Coming in Q3 – web ad library for Region and Section use

- Include stories from real members

- Cross-promote your Section website on other sites, on social media
  - Online forums, blog posts, etc
  - LinkedIn groups
  - Chapters and student branches
Recruitment: Events

- Have volunteers engage non-members during events
- Include local Chapters and Student Branches
- **Ask** them to join
- Utilize the Conference Member Recruitment program
  - Free Society with IEEE Membership
  - [www.ieee.org/cmr](http://www.ieee.org/cmr)
- Capture their contact information
- Follow up after the event
- **Ask** them to join
Recruitment: E-mail

- Build a list of non-members
  - Capture non-member contact information at events
- Call for referrals
  - E-mail current members to promote Member-Get-a-Member
- Test content, personalization
- Subject line: direct and no more than 50 characters long
- Include a headline
- First paragraph contains call to action – link to Join page
- Avoid heavy text and lots of paragraphs
  - Let web pages do the heavy lifting
  - Link to images and documents
    - Large images or attachments increase the size of the e-mail
Retention Best Practices
Retention Best Practices

First Year Engagement
- Recognize your new members
- Welcome calls/emails
- Networking Events
- Newsletters

Renewal outreach
- E-mail
- Phone Calls

Member Loyalty Program

Communicate the value of membership
- Local value vs Global value
- Testimonials
First Year Engagement

- Retention begins the day a member joins
- Welcome phone calls
  - Utilize your Life Members!
- Welcome e-mails
  - Utilize the report sent to you in the new member alert
  - Find templates on the MD portal – www.ieee.org/md
- Recognize them in newsletters, on Section website
  - Privacy concerns? Keep it generic.
- Give them a special in-person welcome at events
Renewal Outreach

- Local outreaches send a personal message on value of membership
- Involve student members in activities to see value in their membership – long term
- Utilize local communications: Newsletter and Website to provide information
- Pre-arrears outreach in January
- Post-arrears outreach end of February/early March
- Include student branches
- Utilize your Life Members
Member Loyalty Program

- Recognize members for their years of service as a member
  - Tangible award
  - Lapel pin and certificate
- Goal to increase member loyalty and retention
  - Specifically within the first five years
  - Distinct from grade advancement
- Tiers of recognition for cumulative years of service in any grade
  - 2, 5, 10, 20, 25, 30, 50
- www.ieee.org/loyalty
IEEE MGA stocks pins and certificates
  – Both 8.5” x 11” and A4 sizes available

Section officers with spending authority can place an online order
  – Section Chair, Section MD Chair, Secretary or Treasurer

Sections pay for pins and certificates at cost, plus shipping
  – Payment via CB/custody account transfer
  – Credit card, check payments secondary option but not preferred

Reports available in Section Vitality Dashboard and SAMIEE
  – Quickly identify your eligible members by YOS

www.ieee.org/loyalty
Grow 2016 Renewal Opportunity

- Increase retention in 2015 by providing value
  - Pick at least two tactics presented here today
- Increase recruitment in 2015 by spreading the word
  - Pick at least two tactics presented here today
Improve IEEE Engagement in Industry

Soon Wan
Region 1 Chair, Membership Development
Presentation Outline

- Benefits of IEEE Membership
- Best Practices for Engaging Members
  - Regional Student Conference
  - Student Hackathon Event
  - IEEE Smart Tech – Boston Metro Area Workshop
  - Chapters Membership Development
  - Boston Section Professional Development and Training Program
  - Best Practices to Recruit Volunteers
Why SOON joined IEEE?

Benefits of Membership and Volunteering

- Keeps SOON technically current
- Grows SOON’s professional network locally and internationally
- Access to in-person technical forums
- Members-only discounts: IEEE Products, Conferences, and Insurance Coverage
- Provides SOON with tools for Career Development and Advancement
- Develops SOON’s critical, non-technical skills to be more effective
- Enjoys the Opportunities to volunteer, and giving back to Society
- Enjoys People, and love to make new friends
What is IEEE?

- Institute of Electrical and Electronics Engineers
- IEEE is the world’s largest professional association
- dedicated to advancing technological innovation and excellence for the benefit of humanity.
- IEEE and its members inspire a global community through IEEE's highly cited publications, conferences, technology standards, professional and educational activities.
- More than 400,000 members in 160 countries
VISION

To advance global prosperity by fostering technological innovation, enabling members' careers and promoting community worldwide.

MISSION

IEEE promotes the engineering process of creating, developing, integrating, sharing, and applying knowledge about electro and information technologies and sciences for the benefit of humanity and the profession.
Membership Principles
Approved by the IEEE Board of Directors 17 June 2007

1. Membership is a core value of IEEE.

2. IEEE will provide products and services that members will find of value throughout their careers.

3. Some IEEE products/services will be accessible only to members and some will be provided preferentially to members.

4. Segmentations may be used to ensure that IEEE products and services will meet the needs of all its members, and member input will be solicited regularly.

5. Member benefits shall be clearly communicated and articulated to all members.

6. Growth in IEEE membership should be financially scalable, and should maintain the financial viability of IEEE.

7. IEEE will achieve balanced revenue across its member categories.
Foster Technological Innovation

IEEE Conferences
- Over 850 conferences per year held worldwide
- 110,000 plus participants

IEEE Publications
- Over 30% of the world's literature in electrical and electronics engineering and computer science
- Over 1.3 million subscriptions
- Over 100 periodicals
- Over 600 conference proceedings per year
- 50 new IEEE books per year

IEEE Standards
- More than 1,300 currently active standards published under the IEEE Standards Board.
- IEEE Standards Association has more than 8,350 individual and almost 60 corporate members
Enable Members’ Careers

- Pre-College Programs
- University Program Accreditation
- Technology & Professional Policy
- IEEE Financial Advantage
- Program Lifelong Learning
Staying Technically Current

IEEE Spectrum Magazine
Monthly, the award-winning IEEE Spectrum magazine explores the creation, application and implications of new technologies

IEEE.tv
IEEE’s Internet television, exclusive Member programming and file downloading privileges

The Institute Newsletter
Monthly (4 print, 8 online) newsworthy IEEE activities both in professional and technical areas

IEEE Potentials Magazine
6 issues (online), the magazine for technology's rising, student innovators

IEEE Xplore Digital Library
Table-of-contents and abstracts (3 million documents)

Additional Benefits (add-ons)…
IEEE Member Digital Library, Proceedings of the IEEE
Professional Networking

Sections, Student Branches, and Technical Chapters
- Local, face-to-face technical and social meetings
- Engage peers through informative technical meetings
- Recognition of accomplishments

IEEE MemberNet and myIEEE
- Authoritative member directory of IEEE
- Networks personalized to each member
- Opt-in privacy protection

IEEE e-Mail Alias
- Identifies you as the IEEE ‘family’
- Virus protection and spam filtering

IEEE Mentor Centre
- Peer-to-peer advice and counsel
- Participate as either mentor or mentee

Volunteering
- Opportunities that build leadership skills and networking opportunities
IEEE Job Site, Career Alert
- Locate career opportunities easily and confidentially
- Weekly email newsletter containing career advice

Continuing Education Partners Program
- Up to a 10% discount on online degree programs

Young Professionals, Life Membership, SIGHT
- Membership communities with special interests and needs

Awards & Scholarships
- Recognizes the accomplishments of IEEE members
- Enhance your resume with an IEEE scholarship

Additional Benefits (add-ons)...
- IEEE Expert Now – Online video conference tutorials, short courses & workshops
Volunteering and Giving Back to Society

Volunteering
➢ Developing critical, non-technical skills that enable you to be more effective professionally

Commitment to the Next Generation
➢ Enabling low-cost student membership
➢ Introduction of engineering and technology to young people worldwide

IEEE Global History Network
➢ Sponsor of the IEEE Virtual Museum
➢ Preservation, research, and dissemination of information about the history of electrical science and technology
➢ Technological and organizational history of IEEE, its members, and their professions, in order to increase awareness
➢ Role of engineering and technology in the improvement of the quality of life for people throughout the world

Mentoring
➢ Numerous venues for serving as a trusted advisor
➢ Participation in IEEE Mentoring Connection
IEEE Society membership enhances the benefits of IEEE membership

- 38 Societies representing a full spectrum of technical interests
- Local technical chapters
- Subscriptions and online content
- Networking with innovators, experts, and practitioners
- Members-only rates on additional publications
- Volunteering opportunities
  - Technical Committees
  - Journal Editors
  - Conference Organizers
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<td>Computer</td>
<td>Product Safety Engineering</td>
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<td>Professional Communication</td>
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<td>Consumer Electronics</td>
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<td>Control Systems</td>
<td>Robotics &amp; Automation</td>
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<td>Dielectrics &amp; Electrical Insulation</td>
<td>Signal Processing</td>
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<td>Education</td>
<td>Society on Social Implications of Technology</td>
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<td>Electromagnetic Compatibility</td>
<td>Solid-State Circuits</td>
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<td>Electron Devices</td>
<td>Systems, Man, &amp; Cybernetics</td>
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<td>Engineering in Medicine &amp; Biology</td>
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<td>Geoscience &amp; Remote Sensing</td>
<td>Control</td>
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<td>Theory Instrumentation &amp;</td>
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<td>Measurement</td>
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IEEE Standards Association

Enabling and promoting the collaborative application of technical knowledge to advance economic and social well-being

- **Individual Membership**
  - Engage in an unlimited number of Individual Projects
  - IEEE-SA Newswire, eTools
  - Standards Insight Blog
  - Member discounts
  - Participate in IEEE-SA Board of Governors & Elections

- **Corporate Membership**
  - IEEE-SA Corporate Advisory Group
  - Unlimited Sponsor Balloting of Corporate Projects
  - Tiered number of complimentary IEEE-SA Individual Memberships
  - Participation in & nomination of employees for IEEE Corporate Advisory Group (CAG) and Board of Governors (BOG) Elections
Facilitating the development of programs and activities that promote the entry into and retention of women in engineering programs

200+ local groups worldwide

IEEE Women in Engineering

- **RECOGNIZES** women's outstanding achievements in electrical and electronics engineering through IEEE Awards nominations.

- **ORGANIZES** receptions at major technical conferences to enhance networking and to promote membership in WIE.

- **ADVOCATES** women in leadership roles in IEEE governance and career advancement for women in the profession.

- **PROVIDES** assistance with the formation of new WIE Affinity Groups and supports ongoing activities.

- **PROMOTES** IEEE Member Grade advancement for women to the grades of Senior Member and Fellow.

- **FACILITATES** the development of programs and activities that promote the entry into and retention of women in engineering programs.
Providing researchers and practitioners worldwide with the most essential information in technology today

**IEEE/IEEE Electronic Library (IEL)**
- Publishes more than 148 transactions, journals and magazines
- More than 3.0 Million documents available

**IEEE Xplore**
- Provides full-text access to
  - IEEE journals, transactions, letters, and magazines from 1988 with select content back to 1913
  - IEEE conference proceedings from 1988 with select content back to 1953
  - IEEE standards from 1948 & IEEE books from 1974
  - IET journals, letters, and magazines from 1988 & IET conference proceedings from 1988

Over 387,000 Participants at more than 1,300 meetings & conferences worldwide
- Region Conferences
- International Conferences
- Symposia
- Workshops
- Tutorials
IEEE Educational Activities

- Ensuring the growth of skill and knowledge among the technical profession
  - IEEE eLearning Library
    - Tutorials developed by recognized experts in a wide range of engineering and research technologies
    - A series of engaging and highly interactive online learning tutorials
    - Developed by recognized experts in a wide range of engineering and research technologies
  - IEEE Standards Education
    - Helps electrical and computer engineering undergraduate programs incorporate standards learning processes
    - Provides learning tools to use in learning about standards and their impact on and development
  - TryEngineering.org
    - Partnership between IEEE and IBM
    - Intended for pre-university students, parents, teachers, school counselors, and the general public
    - Visitors can explore how to prepare for an engineering career, ask experts engineering-related questions, and play interactive games
  - TryComputing.org
    - Find a university by searching a database
    - Career Profiles: meet computing professionals
Views of the Member Experience

**Product Line**
- Technically Current
- Networking
- Career Resources
- Education
- Discounts
- Humanitarian

**Career Phases**
- Undergraduate Student
- Graduate Student Young
- Professional
- Academic/Researcher
- Practitioner
- Business/Leadership
- Unemployed
- Retired/Life Members

**Technical Diversity**
- 38 Societies
- Society/Section/Chapter relationship
- Emerging Technical Communities:
  - Smart Grid Cloud
  - Computing Life Sciences

**Geography**
- Global Expansion
- Priority countries: China, USA, India, Japan
- Region, Section, Chapter, Branch
- Region revitalization, R1-6 strategy
## IEEE Product Line:

### Over 90+ Products, Services, Discounts, and Engagement Opportunities - owned by many units across IEEE

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<thead>
<tr>
<th>Career Related Services and Recognition</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Member Grade Elevation Program</td>
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<tr>
<td>- Awards</td>
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<td>- IEEE Mentoring Connection</td>
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<td>- IEEE Job Site</td>
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<td>- Careers Webinars</td>
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<td>- Career Strategies Online Community</td>
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<td>- Consultants Database</td>
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<td>- Career Alert</td>
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<td>- Career Asset Manager</td>
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<td>- Career Navigator</td>
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<td>- IEEE-USA Career Enhancement Courses</td>
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<td>- Entrepreneurs Village</td>
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<td>- Salary Service</td>
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<td>- IEEE-USA Career Checkup</td>
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<td>- Certified Software Developer</td>
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<td>- IEEE WCET Certification</td>
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<td>- IEEE Student Job Site</td>
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<td>- The Institute Newsletter</td>
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<td>- Discounts on IEEE Publication Products</td>
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<td>- IEEE Potentials Magazine</td>
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<td>- Society Publications</td>
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<td>- Today's Engineer</td>
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<tr>
<td>- Discounts on IEEE-USA eBooks</td>
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<td>- Member Digital Library</td>
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</table>

**Continuing Education and Development**

- Continuing Education Partners Program
- eLearning Library
- Volunteer Training
- IEEE.tv
- Scholarships

**External Discount Offers**

- Insurance Services
  - 27 Products
- Technology
  - 3 Discount Offers
- Travel
  - 10 Discount Offers
- Home/Office
  - 2 Discount Offers

**Networking and Engagement Opportunities**

- myIEEE
- IEEE memberNet
- Volunteering
- Participation with LinkedIn Group
- Participation in Local Meetings
- Participate in Local Technical Forums
- Online Communities
- Join IEEE Societies or Affinity Groups
- Discounts at IEEE Conferences
- Discounts on IEEE Standards Membership

**Other**

- Association with IEEE Brand
- IEEE e-mail Alias
- Public Policy Awareness
- Contact Center Support
- Membership Card
- Humanitarian Programs
- Merchandise
- Voting
Product Line: Member Experience in Reality

Society Publications

IEEE Member Program

Member Grade Elevation

Access Career

EBooks IEEE WCET Certificate Membership Card

IEEE

IEEE-USA

Society

Humanitarian Programs

IEEE

Publications

Member Discounts

Insurance Services

IEEE

Discounts on Voluntary Publication

IEEE Job Site

IEEE Women in Engineering Career

Local Technical Forums

IEEE-USA Career Enhancement Courses

IEEE GOLD

Microsoft Software for Students

IEEE Standards Salary

TechPotentials

IEEE

Volunteer Training

Society

Public Policy Awareness

IEEE

Professional

IEEE Education Partners Program

IEEE

Pre-University Activities

IEEE

Proceedings of the

IEEE

Conferences
Best Practices for Engaging Members
Best Practices to Retain Members

*Emphasis on engagement as a preventive/proactive retention strategy:*

- Local outreaches send a personal message on value of membership
- Involve student members in activities to see value in their membership – long term
- Utilize local communications: Newsletter and Website to provide information
- First Year Member outreach
- Don’t wait until renewal or when members are in arrears
- Pre-arrears outreach in January
- Post-arrears outreach end of February/early March
Best Practices to Recruit New Members (1)

Section/Chapter Meetings

- Advertise Section and Chapter events effectively. Get your event covered in a local newspaper. If people see your advertisement, it may spark their interest in attending your event and joining IEEE.

- Bring a friend or colleague to a Section or Chapter meeting.

- Include membership recruitment reminders in Section and Chapter newsletters.

- Plan joint Section/Chapter activities with Student Branches for Spring and Fall. Highlight career discussion exchanges with students and also emphasize the importance of continued IEEE membership after graduation.

- Demonstrate the capabilities of IEEE Xplore(R) at Chapter meetings.

- Visit the Section/Chapter Support site or the Unit Officer Training site for more information on Section management, Section newsletters, officer training and the dynamics of running an effective meeting.
Initiate or engage the YP Affinity Group in Sections to foster a greater "sense of belonging" to young professionals while also providing these members with leadership opportunities.

Contact graduating Students and invite them to a Section meeting. Form a committee comprised of members from various IEEE employers in the Section available to act as company liaisons or IEEE mentors for these new members.

Have your Section’s SAMIEEE officer provide your outreach volunteers with the names of graduating students and new members to be contacted each month.

Contact a representative at a local college or university to announce special IEEE Student rates, networking or career growth opportunities.

Sponsor a job fair or career workshop and invite graduating Student members where they can network and learn of the values of IEEE membership.
Recruitment Promotions

- Aggressively promote IEEE membership during technical conferences. Distribute IEEE membership applications to conference attendees or encourage them to apply online.
- Use the half-year dues period as a peak recruitment time. This allows people to test IEEE membership for a smaller initial monetary outlay. New members pay half-year dues when they sign up from 1 March through 31 August. Services commence immediately upon joining and continue through December of that year. A member joining in March receives a bonus of 4 months of extra service above and beyond the six months they are paying for.
- Announce and provide information on the Member-Get-A-Member and Student-Get-A-Student Programs at Section, Student Branch and Chapter meetings.
- Use the Conference Membership Recruitment Program to offer a free Society membership to anyone who joins IEEE at a conference. This program runs from 1 September through 15 August.
- Run programs concurrent with USA National Engineers Week (E-Week). IEEE Sections can sponsor exhibits, local science fairs and contests to promote this week-long technical event in February.
Regional Student Conference

Conference Highlights:
Undergraduate Student Paper Contest, Student Ethics Competition, T-Shirt Design Competition, Young Professionals Q&A Panel, Micromouse Competition, Award Ceremony and Dinner, Networking Opportunity, Meet IEEE Leaders and Industry Professionals
The IEEE Region 1 Student Conference is the premier annual event where all the IEEE student branches from IEEE Region 1 (Northeast Region of United States of America) will meet.

The conference objective is to encourage student competition and provide an opportunity for the students to network and learn from other students from across the Region 1, while applying practical engineering knowledge in the various competitions.

It also provides the great opportunity for the student members to network with the Industry Professionals and the IEEE Leaders.
The goal is to raise more activity for students in the area of ECE versus the existing CS offerings such as IEEExtreme. The tie is with hardware and a flipped education model where less instruction is given and more of a support role is filled.

Program will provide students with the skills required by embedded engineers and a learning experience equivalent to a 10 week course in a matter of hours (~9 hours and some additional info sessions, 1-3 hours each).

Statistical data has show that this approach is a great way to educate the students on hardware and maximizing their experiences through the success of failure.
Springfield Section - HackUMass
University of Massachusetts Amherst

Saturday. April 5th. 3pm.  Register Now

M5 Amherst, MA
Students Begun the Hacking
Lots of Hacking
Fun Time and Networking
The Hacks after 24 hours
The Hacks after 24 hours
IEEE Smart Tech Metro Area Workshops provide participants with a unique learning experience with topics on the cutting-edge of technical innovation today.

2 days seminar focused on providing an opportunity for participants to learn first-hand from the field experts. Each workshop is a springboard to a deeper understanding of technology and its myriad applications and potential for innovation.
The goal of the workshop is to increase member engagement and provide value to IEEE members and their local community by providing career assistance, professional networking and education on technology changes.

Workshop target audience is practicing engineers and technical professionals who are innovators, have a desire to learn more, and/or are in career transition or considering a career change.

Workshop content shall address emerging technologies that are in demand in metro area (Example topics include, but are not limited to, Cloud Computing, Smart Grid, Software Engineering, Mobile Application Development and Electric Vehicle Technology).
Boston MAW Program

IEEE SMART TECH

METRO AREA WORKSHOP SERIES
IEEE Smart Tech: Friday 27 – Saturday 28 September 2015

TO REGISTER, VISIT
www.ieee.org/metroareaevents

IEEJ SMART TECH

THE FUNDAMENTALS OF ELECTRIC VEHICLE TECHNOLOGY – 27 September

Morning: Power Electronics, Electric Machines, & Motor Drives in HEV & PHEV Powertrain
- Understanding operation of DC-DC converters (Boost, Buck, Buck-Boost), A/C-D C, and DCAC inverters
- Understanding design concepts, integration, and validation of electric vehicle components
- Gain basic understanding of some select control strategies relevant for traction motors

CAREER ASSISTANCE – 28 September

Afternoon: Setting a Course for Career Satisfaction
- Cost of the workshop is to assess engineering and technology professionals in developing their employability in a continuously changing career and employment environment
- Improving the ability to take responsibility for personal career and professional development
- Emphasizing the career and professional development involves both technical and non-technical areas

SMART GRID INTRODUCTION – 27 September

Afternoon: Basic introduction to Smart Grid from multiple stakeholders
- Difference between a device, system, and solution and be able to describe Smart Grid solutions
- Difference between industry standards compliance and interoperability
- Lessons learned from deploying Smart Grid solutions

APPINVENTOR – 28 September

Afternoon: Designing Smartphone Apps for Android Devices
- Learn how to create Android mobile apps with App Inventor in this hands-on workshop
- To maximize instruction time, workshop participants are required to bring their PC or Mac laptop

LIFE SCIENCE AND BIOTECHNOLOGY – 27 September

Morning: The Changing World When Life Sciences Meets Engineering & Computing
- Overview of life science interaction with engineering & computing
- Brain: The frontier of learning
- Human Health: Circulatory, Infection, Disease, Nutrition
Afternoon: Case Studies & Emerging Technologies
- Portable Patient Monitoring
- Microfluids
- Genetic and synthetic

COMPUTER TECHNOLOGY – 27 September

Morning: The Cloud in the Business Environment
- Describe the Cloud from perspective of a business manager or owner
- Illustrate principles of Cloud governance and its regulatory environment
- Outline and explain key issues and steps in migrating a business to the Cloud
Afternoon: The Cloud Governance and Security
- Overview of key governing concepts of the Cloud computing
- Explain principles related with using the Cloud
- Discuss what limits of data should and should not be committed to the Cloud and why

DEFENSE/HOMELAND SECURITY ROBOTICS – 28 September

Afternoon, Part 1: Challenges Associated with Designing Robots for Military R
- General challenges with designing a robotic product to be fielded in extreme environments
- How to migrate new technologies into a system intended for military use
- Techniques for developing a multi-mission robotic system
Afternoon, Part 2: Micro Autonomous Systems and Technology
- Low Reynolds number air platforms
- Robotic maneuver over uneven and vertical surfaces
- Bio-inspired robotics research

RENEWABLE AND HARVESTING ENERGY – 27 September

Part 1: IEEE's DC in the Home Investigation Project
- Typical home consumption of DC-based electricity and growth in that area
- Issues with mixing AC and DC within a home
- Impact of converting and from DC from Photovoltaics and Electric Vehicles
Part 2: Advanced Power Distribution and Conversion Architectures
- Datacenter 400VDC to processor and Airframe 270VDC to transmitter
- 400VDC to 12V and 48V legacy loads
- 400VDC to sub-IV processor and memory back
- 270VDC to 35V/12V Cali and 3.3V I/O power

COMMERCIAL ROBOTICS – 28 September

Morning, Part 1: Robots that react – Lessons from research and development in contact sensitive robotics
This talk presents several of the advances we have made in interpreting and using robotic tactile sensors to improve robot task performance. A variety of examples across several robots will be shown as case studies in this new approach to robot manipulation.
Morning, Part 2: The Use of Robotic and Advanced Technology in Neurorhabilitation
- Use of state-of-the-art technology in neurorehabilitation
- Benefits and limitations of advanced technology
- Future trends of rehabilitation robotics

PROJECT MANAGEMENT AND INTELLECTUAL PROPERTY – 28 September

Morning, Part 1: Project Management to PMO
- Activities and infrastructure needed to build a project-oriented organization
- Skills in change management and interpersonal communications
- Basic concepts in traditional and Agile project processes
Morning, Part 2: Intellectual Property for the Engineer and Scientist
In this seminar, we will explore the fundamentals of IP and discuss how it can be harnessed to achieve business and technological objectives. At the conclusion of the presentation, the attendees will know the interactions of IP, what and how to develop them, and practical steps to take to obtain and maintain IP assets and to take advantage of them.
Chapters Membership Development

- Boston Chapters usually recruit new IEEE members, and Society membership at each Chapter meeting.
  - Many non-members attend
  - Display IEEE and Society Membership forms and materials at each meeting
- Senior Member upgrades and nomination of Fellow grades are encouraged at the meetings.
Boston Section – Professional Development and Training Program

To provide the local technical community with

- Quality, Affordable, State-Of-The-Art, Professional Development Training

Courses

- Applications Oriented Focus
- Help attendees to perform their job better
- Typical format - 6 hours (single day), 30 hours (multi evening), On Weekday
Best Practices to Recruit Volunteers

- Make recruitment a year long affair
- Word of mouth by existing volunteers telling their experiences
- Make tasks smaller only if needed
- Guide new volunteers: mentor, assist, and train
- Avoid frequent / disorganized / lengthy meetings
- Recognizing and rewarding good works
- Maintain good work environment
- Equitable sharing of workload
- Listen to volunteers
More Best Practices

- Planning Ahead: Find volunteers BEFORE you need them.
- Making a personal request for help.
- Asking a stranger to help with a small task: Identifying a contact in their company.
- Thanking volunteers generously for doing small things to help.
- Constantly trying new ideas and not being discouraged by failures.
- Taking risks! Hosting conferences. Holding seminars. Doing things even if they may fail.
- Always remembering that my Section is a service organization: What else can I do to interest, educate or entertain our members?
Boston Section
Volunteer Recruitment Process

- Volunteers
- Members
- E-Mail / E-Notice
- Call or E-Mail Boston Section Office
- Sign Up On-Line
- Referrals
- Boston Section Newsletter
- Boston Section Website and Social Media Communities

New Volunteers

Section Volunteer Coordinator

Section Excom, Standing Committees, Chapters, Local Conferences, AdHoc Committees

Welcome, First Meeting, Training

Advancing Technology for Humanity
IEEE Membership: its mission, the organization

Benefits of IEEE Membership
- Keeps you technically current
- Grows your professional network locally and internationally
- Access to in-person technical forums
- Members-only discounts—IEEE products, conferences, and insurance coverage
- Provides tools for career development and advancement
- Developing critical, non-technical skills to be more effective
- Opportunities to volunteer, and give back to society

Special Interest Memberships
- Expands the scope and depth of your technical knowledge
- Extends your professional network
- Influence the direction and application of technology through standards development
- Promotes the entry into and retention of women in engineering programs

IEEE — the Organization
- The world’s largest technical professional association, 400,000 members
- Local activities in a global network World-renowned
- Standards body Sponsors 1,300+ conferences annually
- Making the world a better place 125 years of engineering
Wrap Up / Take Away Point

The Future of IEEE Membership:

- IEEE Members will experience best in class products, services, and engagement with IEEE on their own terms.

- Relevant to their careers, geographic location, and technical interest.